

October 28, 2004

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Re: WMOJ-FM / Cincinnati, OH
Localism Initiatives Synopsis

Submitted by: Gary S. Lewis
General Manager
WMOJ-FM

In regards to Docket No. 04-233

Local News

-WMOJ has a full time News Director who also serves as the station's Community Service Director. WMOJ subscribes to Metro news service for additional support in gathering local news, capitalizing on Metro's Cincinnati bureau.

-WMOJ airs 30 newscasts per week exclusively in morning drive, between 6am and 9am. Each newscast is three minutes in length, totaling 18 minutes of news per day. In addition WMOJ airs 19 local traffic reports per day during morning and afternoon drive for a total of 19 minutes. 2.5% of each day's programming is devoted to local news and information.

Local Public Affairs

-WMOJ airs a 90-minute block of public affairs programming each Sunday morning, including two 30-minute locally originated programs. "Issues" is a public affairs program aired in conjunction with WLWT television and "The Community Report" is produced and aired in conjunction with Time Warner Cable.

-WMOJ airs "Radio Health Weekly", a syndicated public affairs program surrounding health care and health issues.

-Public affairs issues such as education, health care, transportation, crime and jobs are often featured in WMOJ newscasts, typically on a daily basis.

-The WMOJ morning show often features guests representing Cincinnati groups of local interest including charities, civic groups and public servants. The WMOJ morning show has been visited by Cincinnati Mayor Charlie Luken and Vice Mayor Alicia Reese on several occasions to discuss local issues.

Emergency Programming

-WMOJ is prepared to air any type of emergency programming through its news partner, Metro. Live audio is made available through Metro in the event of a local or national emergency and it is necessary to drop WMOJ's music programming (i.e., the terrorist attacks on 9/11.)

-WMOJ participates in all Amber Alert warnings for Ohio, Kentucky, and Indiana. WMOJ airs Amber Alerts through our EAS capabilities, following up with regular Amber Alert announcements until each situation is resolved.

-WMOJ is an EAS monitoring station. As WMOJ is manned with an operator 24 hours per day, the station is able to air EAS alerts when necessary.

-WMOJ is partnered with WCPO television for weather coverage and has around the clock availability to a WCPO meteorologist in the event of a weather emergency.

Political Programming

-WMOJ recently ended the voter registration season in Cincinnati with a station sponsored voter registration drive.

-WMOJ is conducting promotions designed not only to entertain, but to draw attention to the 2004 November election and remind listeners to vote.

Civic, Cultural and Community Responsive Programming

-WMOJ morning show hosts a weekly segment with SPCA Cincinnati in the effort of animal adoption. After more than four years of featuring animals weekly, thousands of stray dogs and cats have been adopted by WMOJ listeners.

-WMOJ conducts an annual "Mojo In The Morning Tour" which features a weekly morning show broadcast from a different Cincinnati area community each Wednesday during the summer. Mayors, public figures, civic groups, school officials, celebrities and other guests of interest from each community are featured on each week's program.

The 2004 "Mojo In The Morning Summer Tour" visited:

-Hamilton, OH	-Cincinnati	-Burlington, KY	-Fairfield, OH
-Delhi Township	-Green Township	-Milford	-Norwood
-Cold Spring, KY	-Finneytown, OH		

-The WMOJ morning show features a segment called "Around Town with Big Al", a weekly feature that focuses on a different community attraction or event.

-WMOJ airs public service announcements responding to community needs on a daily basis. It is WMOJ policy to air five public service announcements per day, seven days per week. WMOJ's Community Service director has the responsibility to determine community needs and requests for content in these announcements with a special effort to promote events and concerns in WMOJ's city of license. (Fairfield, OH)

Music

-The WMOJ morning show airs a twice monthly segment called "All The Way Live" which features live performances from local Cincinnati talent. In nearly two years of the feature, more than 50 different acts have performed live on WMOJ on Friday mornings during the 8:00 hour.

-WMOJ sponsors an annual concert in conjunction with the Cincinnati Recreation Commission that features local acts in addition to national entertainment. The concert is free to the public and held at Cincinnati's P&G Pavilion at Sawyer Point.

Station Participation in Community Activities

-WMOJ is very active on a weekly and annual basis with community events and charitable groups including annual non-profit partners SPCA Cincinnati, The Cincinnati Recreation Commission and Big Brothers/Big Sisters of Cincinnati.

-WMOJ participates as one of the media sponsors and broadcasters of the Cincinnati Flying Pig marathon, one the largest marathons in the country.

-2004 saw the creation of the George Foster Golf Tournament to benefit youth baseball clinics for underprivileged children in the Cincinnati area with former Cincinnati Reds player George Foster.

-WMOJ morning show hosts Laura Powell and Keith Mitchell serve as spokespeople and emcees for charitable events in Cincinnati including The Whisper of Jazz benefiting the local chapter of the National Ovarian Cancer Coalition, The Community Wellness Fund, The Cincinnati Chapter of The March of Dimes, the Dave Thomas Foundation for Adoption, The Child Wellness Fair, and the National Underground Railroad Freedom Center.

-WMOJ has featured appearances and partnered in campaigns for both the Marvin Lewis Foundation and the Anthony Munoz Foundation, efforts dedicated to provide economic and personal support to underprivileged children in the Cincinnati area.

-The WMOJ morning show hosts a weekly appearance with Cincinnati Bengal's running back Rudi Johnson and has partnered to donate cash to the Doug Pelfrey Kicks for Kids Foundation for each touchdown Rudi Johnson scores this 2004 season.

-WMOJ has partnered with Crayons to Computers school supply drive to provide school supplies to less fortunate students through a free store for teachers.

-The WMOJ website serves as a support mechanism for all station sponsored charitable activities with links to each group's web site and details of the station's interaction.

